

section D1 and date the form in section D3. The report can be printed directly from Notepad by selecting **FilePrint**. You may need to reset Notepad's margins to 0.5" or change the font size for the report to format correctly. The report must be submitted with the mailing at the Post Office.

Bulk Rate Requirements And Guidelines

The Postal Service requires that any bulk mailing fit specific guidelines. A complete listing of those guidelines can be obtained via the Domestic Mail Manual (DMM) published every quarter by the USPS.

In general, the pieces to be mailed must be sorted and arranged according to USPS guidelines. They must be of the same basic size and conform to size and shape requirements. The mail must also have the correct markings to be read by automated sorting equipment. Each piece of mail must also have the correct ZIP Code.

An annual Bulk Mail permit fee is paid at the post office which will receive the mailings. The mailings must also be delivered to that specific post office.

If the all USPS guidelines are followed, bulk mail discounts can be obtained. To receive even greater discounts on postage, the mail list of addresses is processed with USPS-certified address standardization software. This certification is referred to as CASS, or Coding Accuracy Support System, certification. Centrus Desktop has this level of certification and will print the necessary form to receive this discount. This form is referred to as USPS Form 3553, commonly known as the CASS report.

Where To Get Help

The U.S. Postal Service has a vested interest in seeing that you get the assistance you need in order to take advantage of bulk mail discounts. By properly following the bulk mail guidelines, you will save the USPS a large amount of effort when delivering your mailing.

To receive a Domestic Mail Manual (DMM) subscription, call 202-783-3238. This is a quarterly publication and its purpose is to list the specific requirements for ALL types of domestic mailings. A company called WindowBook has an on-line, hypertext version of the DMM, as well as a free DMM utility disk. Call WindowBook at 1-800-370-2410 for more information.

The USPS runs over 100 Postal Business Centers, with at least one center in each state. These offices are staffed exclusively to assist the small mailer and can provide a wealth of information and assistance. Your local post office should have the address and telephone number of the PBC nearest you. The local post office can also provide an assortment of publications targeted towards designing and preparing bulk mailings.

The USPS also has the National Customer Support Center. Their phone number is 1-800-238-3150. The staff at the NCSC are very helpful and can answer, or find answers, to all questions you may have concerning bulk mail.

Finally, many useful publications and mailing-related information can be obtained from the USPS site on the World Wide Web. The URL is <http://www.usps.gov>

Audit and Log Report Samples

Audit Report

Below is an example of an audit report. The report frequency was set to 1000. The second entry in the example is a building match. Town and Country Village is at 855 El Camino Real, and 360 is assigned as the unit number.

```
*****
Record Number: 1000
Input Address
443 ROBIN
WAVERLY OH
Output Results
443 Robin Rd
Waverly, OH 45660-0057
Match Code: S91 ZIP and ZIP+4 were changed.
Street type was changed.
Location Code: A80 Exact Address Match.
*****
Record Number: 2000
Input Address
360 TOWN AND COUNTRY VLG
PALO ALTO CA 94301
Output Results
855 El Camino Real Ste 360
Palo Alto CA 91200-2326
Match Code: A84 ZIP+4 was changed.
Street name and Street type were changed.
Location Code: A80 Exact Address Match.
```

Log Report

On the next page Below is an example of a log report. This report returns a complete list of the settings used to process the file. It also contains statistics on how clean the file was coming in and how many records were processed by Centrus.

```

Centrus Report                      Tuesday, October 07, 1997

SETUP
-----
Centrus ACM version..... 2.00
Licensed to..... Arthur Montevideo
Company..... Qualitative Marketing
Serial Number..... 1234

Licensed area..... US
Licensed options..... Standardization, Geocoding,
                        Demographics, Extended Alias
License Expiration..... 12/31/2000

Geocoding Data Build Date..... 09/15/1997 (TIGER)
CASS Expiration Date..... 12/29/1997

FILES
-----
Input File Name.....
E:\stage2\Centrus2\sepstg2.txt
In-Place Update..... YES
Reject File Name..... none
Audit File Name..... none

Processing started at..... 10/07/97 10:12:57
Processing finished at..... 10/07/97 17:22:30
Records per hour..... 13968

ADDRESS CODING
-----
Search Path for Address Geocoding.....
x:\centrus2\oct1997\data;x:\centrus2\oct1997;i:\cdltiger
ZIP Code Centroid File..... i:\cdltiger\US.Z9

Options:
Address Matching..... YES
Matching Tolerance..... CASS
ZIP Centroid Matching..... YES
Minimum Quality..... Best Centroid
Negate Longitudes..... YES
Census ID Content..... Block Group
Census ID Format..... Census
Mixed Case Output Addresses..... NO
Produce USPS 3553 (CASS) Report..... YES
CASS Report File..... C:\data\Oct1997\CassRep.Prn

Process if Field is Blank: NO
Blank Field..... <none>

Input ADDRESS FIELDS:
Firm..... FIRM
Address..... ADDR
City..... LASTLINE
State..... <none>
ZIP Code..... <none>
ZIP + 4 ..... <none>

Assigned Address Outputs:
Blank if Unmatched..... NO
ZIP Code (5 digits)..... OUTZIP
ZIP+4 Extension (4 digits)..... OUTZIP4
Delivery Point Barcode..... OUTDPBC
Check Digit..... OUTCHK
Carrier Route..... OUTCRRT
City Name..... OUTCITY
State Abbreviation..... OUTSTATE
Urbanization (Puerto Rico Only)..... OUTURB
Firm Name..... OUTFIRM
Address Line..... OUTADDR
LACS Status..... OUTLACS

ADDRESS STATISTICS:
Total records in file..... 100001

```

Records Skipped.....	0
Records Processed.....	100001
Addresses Matched.....	98533 (98.53%)
Standardized.....	98533
Intersections.....	0
Non-USPS.....	0
Unmatched.....	1468 (1.47%)
E001: Low level error.....	0
E002: State file not found.....	0
E003: Invalid file.....	0
E004: File is out of date.....	0
E010: Unrecognized last line.....	13
E011: ZIP not found.....	3
E012: City not found.....	53
E013: City not unique.....	3
E014: Out of licensed area.....	0
E020: No matching streets.....	431
E021: No cross streets.....	0
E022: No matching ranges.....	471
E023: Match is unresolved.....	526
E025: Too many cross streets.....	0
Standardized Address Quality:	
Original Address Unchanged.....	86.83%
Original Last Line Unchanged.....	58.73%
Corrected prefix direction.....	7125
Corrected street name.....	18880
Corrected street suffix.....	8970
Corrected postfix direction.....	6397
Corrected city name.....	20490
Corrected state abbreviation.....	40
Corrected ZIP Code.....	30764
Corrected ZIP+4 add on.....	78353
Geocodes Assigned.....	98533 (98.53%)
Address.....	44582 (44.58%)
ZIP Centroids.....	53951 (53.95%)
Location Accuracy:	
ZIP+4.....	6372
ZIP+2.....	8907
ZIP Code.....	38672
Census Accuracy:	
Block Group.....	8753
Census Tract.....	6397
County.....	38801

Note: All percentages are based on records processed.

FASTforward Reports

About FASTforward Reports

If you are licensed for CentrusCOA, the *FASTforward Reports* program was installed when you set up Centrus Desktop. This utility uses the *FASTforward* Customer Service Log to create a variety of reports:

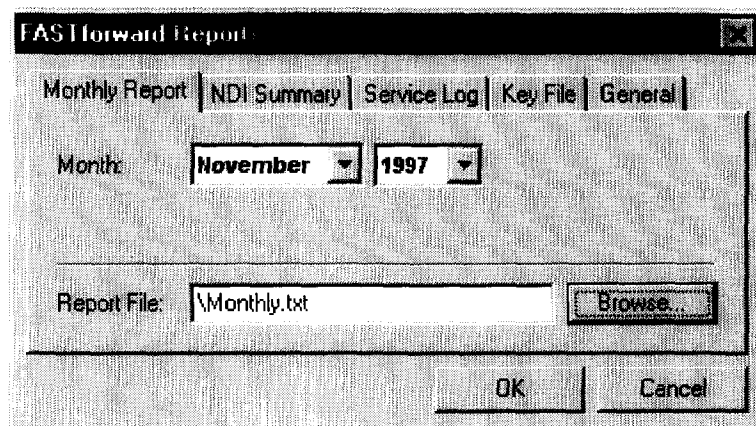
- The *Monthly Report* reflects all *FASTforward* processing that occurred during a specified month. It is created as a text file formatted for printing.
- The *NDI Summary Report* contains the National Delivery Index (NDI) percentages for all mailing lists processed during the specified period.
- The *Service Log Report*, like the *Monthly Report*, reflects all *FASTforward* processing that occurred during a specified month. It is formatted to conform to USPS requirements for electronic submission.
- The *Key File Report* lists the results of USPS test file processing.

To start *FASTforward Reports*, select the *FASTforward Reports* from the Centrus program group on the Windows Start menu.

Monthly Report

The *Monthly Report* is created from the *FASTforward* Customer Service Log. It meets the USPS requirements for monthly reporting of all *FASTforward* processing. This report is created as a text file formatted for printing.

Click the arrows to select the month and year for the report. Click the **Browse** button to specify the name of the report file. Click **OK** to generate the report, or **Cancel** to quit.



NDI Summary

The *NDI Summary Report* contains the National Delivery Index (NDI) percentages for all mailing lists processed during the specified period. The information reported includes:

- Customer IDs and list names.
- Percentage of addresses in each list which have been accurately matched and standardized with the ZIP+4 file.
- Percentage of addresses containing apartment/suite numbers for which an apartment/building record is identified in the ZIP+4 file.
- Percentage of addresses identified as Rural/Highway types which contain route and box numbers.
- Percentage of addresses with correct 5-digit ZIP Code as verified against City/State and 5-digit files.
- Date the list was processed through the FASTforward system and returned to the customer.

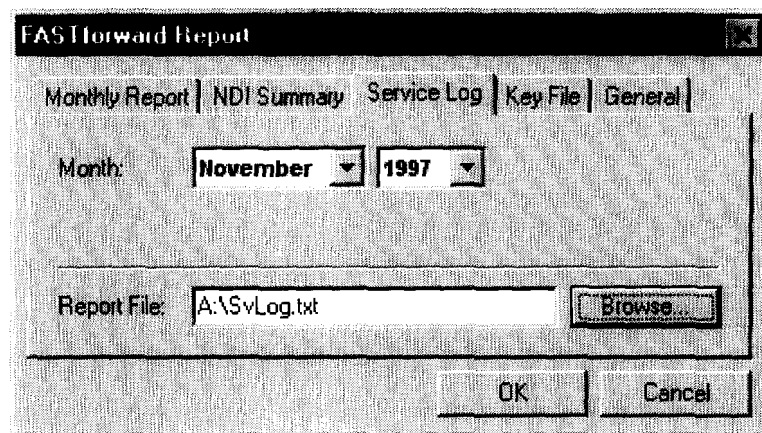
Click the arrows to select the Start month and year and End month and year. Click the **Browse** button to specify the name of the report file. Click **OK** to generate the report, or **Cancel** to quit.

The screenshot shows a dialog box titled "FASTforward Reports". It has five tabs: "Monthly Report", "NDI Summary" (which is selected), "Service Log", "Key File", and "General". In the "NDI Summary" tab, there are two rows of dropdown menus. The first row is labeled "Start Month:" and has "November" selected for the month and "1997" for the year. The second row is labeled "End Month:" and also has "November" selected for the month and "1997" for the year. Below these is a text field labeled "Report File:" containing the text "\\NDIRreport.txt". To the right of this text field is a button labeled "Browse...". At the bottom of the dialog box are two buttons: "OK" and "Cancel".

Service Log

The *Service Log Report* is essentially identical to the Monthly Report, except that it is formatted to be submitted to the USPS electronically.

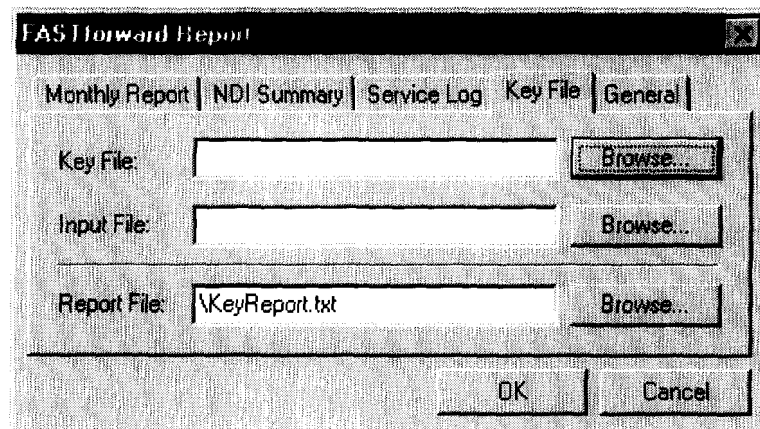
Click the arrows to select the month and year for the report. Click the **Browse** button to specify the name of the report file. Click **OK** to generate the report, or **Cancel** to quit.



KeyFile

The USPS may require you to process an audit input name and address file, then use a key number file to produce a report on all records identified by the key number file. This is the *Key File Report*.

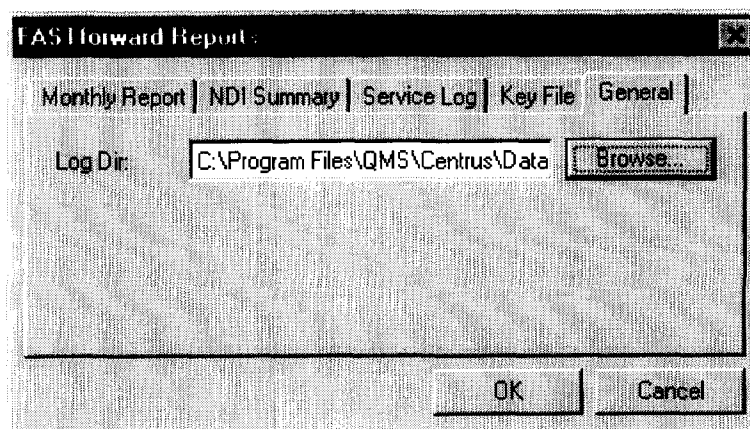
Click the Browse buttons to specify the name of the *Key File*, *Input File*, and *Report File*. Click **OK** to generate the report, or **Cancel** to quit.



General

The *General* tab allows you to specify the location of the Customer Service Log. This location is set during installation; by default, it is:
\Program Files\QMS\Centrus2\Data\.

Click the **Browse** button to specify a different directory for the Customer Service Log. Note that this directory will become the default location for all *FASTforward* reports. Click **OK** to accept the specified directory, or **Cancel** to quit.



Glossary

Address standardization

Address standardization is the process of taking an address and verifying that each component meets U.S. Postal Service guidelines for addresses. For example, "123 Main Avenue" should be abbreviated as "123 Main Ave." During standardization, minor misspellings, dropped components, and abbreviations are all corrected. The correct city, state and ZIP are also provided

Buffer

An area drawn around an object. Buffers can be used to test whether points are "near" other objects, such as points, lines or polygons.

CASS

USPS Coding Accuracy Support System. A service offered to mailers, service bureaus, and software vendors that improves the accuracy of delivery point codes, ZIP+4 codes, 5-digit ZIP Codes, and carrier route information on mail. CASS provides a common platform to measure the quality of address matching software and useful diagnostics to correct software problems. CASS Certified mailings qualify for substantial postage discounts.

Census ID

Also called a Census FIPS Code, a Census ID uniquely identifies each piece of Census geography.

Centroid

The calculated center of an area. The coordinates that define a centroid are the average of the sets of coordinates that describe the area.

Closest Site analysis

Also know as Radial Analysis. Determines distances between two sets of points.

Cluster code

Cluster codes define neighborhoods in terms of demographically and behaviorally distinct types, or "clusters."

Datum

A mathematical model of the Earth used to calculate the coordinates on any map, chart, or survey system. Surveyors take an ellipsoid model of the Earth

and fix it to a base point. The North American Datum (NAD) is the official reference ellipsoid used for the primary geodetic network in North America.

Finance Area

A USPS Finance Area is an area defined by the Postal Service to collect cost and statistical data. It is frequently used for area searches, since it covers some or all of the ZIP Code areas in a city or town.

FIPS code

A FIPS Code, also called a Census ID, uniquely identifies each piece of Census geography. Centrus Desktop assigns County, Census Tract and Block Group, all of which are Census geographies. The syntax of the FIPS code is as follows:

ssccctttt.ttgbba

where

ss is the two-digit State FIPS Code,

ccc is the three digit County FIPS Code,

tttt.tt is the 6 digit Census Tract FIPS Code,

g is the single digit Block Group FIPS Code,

bb is the Block FIPS Code, and

a is the optional Block FIPs Code letter (A-Z) suffix.

Geocode

Geocoding is the process of assigning data based upon location information. Centrus Desktop uses the address or ZIP to assign latitude, longitude and Census FIPS information. Geocoding, coupled with demographic assignment or mapping software, can yield new insights regarding the address information.

GIS

Abbreviation for Geographic Information System, a computer-based tool for enhancing geographic data by analyzing both the physical location in space and the set of characteristics associated with a location.

Layers

GIS applications separate the different types of information into data "layers". For example, store locations might be defined in on one layer and main roads on another. This allows for separate display and processing when necessary but does not prevent cross referencing between data layers during query and analysis. Layers are referenced to a common spatial domain so that they can be scaled and overlain in such a way that any given reference point can be located on any of the layers and the data value extracted.

NAD27

NAD27 has its origin at Meades Ranch, Kansas. NAD 27 does not include Alaskan islands and Hawaii. Latitudes and longitudes that are surveyed in the NAD27 system are valid only in reference to NAD27 and do not tie to any maps outside the U.S.

NAD83

NAD83 is earth-centered and defined with satellite and terrestrial data. NAD83 is compatible with the World Geodetic System 1984 (WGS84), the terrestrial reference frame associated with the NAVSTAR Global Positioning System (GPS) now used extensively for navigation and surveying.

Point-in-Polygon analysis

Point-in-Polygon analysis determines which polygon or polygons a point lies within.

ZIP Code

Zone Improvement Plan Code - Established in 1963, the system of 5-digit codes that identifies the individual post office or metropolitan area delivery station associated with an address. ZIP+4 is an enhanced code consisting of the 5-digit ZIP Code and four additional digits that identify a specific range of delivery addresses.

Index

A

abbreviations

- address, 141
- state, 41, 47, 80, 135

accuracy

- Block Group, 102
- Census ID, 102
- Census Tract, 102, 104
- centroids, 102
- location, 69, 78, 102
- position, 102
- score, 55

ADC (Area Distribution Center), 80

additional directories, 21

address

- address coding module, 2, 12, 63, 64, 65, 66, 67, 68, 73, 75, 76, 77, 83, 91
- address data, 2, 67, 68, 73, 75, 76, 77, 84
- address data, extracting, 73
- Address Wizard, 35, 36, 38, 99
- current, 36, 37, 39
- deliverable, 99, 100
- deliverable, USPS list, 99
- elements, 2, 67, 68, 75, 76, 99
- file, 3, 23, 27, 31, 33, 63, 64, 88, 94, 129, 139
- General Delivery, 104
- geocode, 15, 24, 25, 63, 87, 88, 90
- location code, 101
- quality, 64
- ranges, 101, 102, 103
- record, 39
- standardization, 1, 12, 21, 24, 39, 40, 63, 64, 73, 121, 130, 141
- street, 36, 47, 64, 66
- undeliverable, 63
- unmatched, 12, 95, 99

age range, 1

Alaskan islands, 143

alias

- alias name record, 99
- extended, 134

street name, 42

ambiguous results, 58

analysis

- closest site, 2, 15, 20, 87, 141
- site, 3, 15, 90
- spacial, 26, 91
- spatial, 26, 91

annual bulk mail permit fee, 130

apartment

- numbers, 66, 79, 81, 138
- possible unit numbers, 38

applications

- GIS, 25, 31, 33, 142
- mapping, 25, 31, 33

area

- coverage, 63
- distribution center, 80
- drawn around an object, 141
- licensed, 135
- sparsely populated, 104

Area Distribution Center (ADC), 80

ASCII

- characters, range, 108
- control characters, 108
- files, 72, 125
- read ASCII text file, 125

assign

- Census FIPS code, 26
- ethnicity, 109
- output, 57, 67, 75, 76, 84, 89, 90, 92

associate data element with output field, 57, 67, 75, 84, 89

Atlas GIS, 30, 87

audit report, 54, 133

available data, 68, 77

average

- commute to work, 119
- household income, 113, 115, 117
- household size, 113, 115, 118
- of sets of coordinates, 141

B

- bar code, 69, 78
 - delivery point, 27, 69, 78, 81
- bar, space, 123
- blank spaces, 126, 127
- block, 3, 25, 41, 42, 71, 79, 80, 102
 - block group, 3, 71, 79
 - accuracy, 102
 - demographics, 3
 - city, 42
 - codes, 12
 - group, 3, 71, 79
- BNA file, 30, 31, 33, 49
- boundaries, county, 46, 96
- box
 - number, 43, 138
- brackets
 - square, 108
- building, office, 43
- bulk mail
 - annual permit fee, 130
 - discounts, 130
- bureau, service, 73, 141
- button, remove, 49

C

- campaigns, marketing, 83
- cannot detect
 - address and last line information, 66
 - city name, 66
- capitalization preferences, 55
- case
 - mixed, 29
 - upper, 29
- CASS
 - certification, 29, 93, 129
 - mode, 94, 100
 - produce USPS 3553 (CASS) report, 20, 24, 94
 - report, 20, 24, 27, 63, 94, 129, 130
- CASS (Coding Accuracy Support System), 141
- categories, general, 56
- Census
 - accuracy, 25, 102
 - block, 3
 - codes, 12
 - codes, left and right, 103
 - group, 3, 71, 79
 - code, 1, 104

- data, 20, 84, 85
- demographics, 3
- FIPS Code, 26
- ID, 26, 35, 48, 63, 102, 104, 134
- tract
 - accuracy, 102, 104
 - single, 104
- Census ID accuracy, 102
- center of an area, 141
- centroid
 - accuracy, 102
 - cluster, 104
 - codes, 102
 - geocoding, 63
- Centrus
 - CentrusCOA
 - controls, 28
 - elements, 77
 - components, 4, 10, 22, 23
 - host computer, 74
 - introduction, 4, 7
 - program
 - directory, 22, 110
 - program group, 121, 137
 - what it can do for you, 1
- change
 - color, 48
 - of address, national, 73
- character
 - hash, 108
 - pound, 108
 - second, 101, 102
 - tilde, 108
- choices, possible, 96
- city
 - block, 42
 - name, 42, 47, 66, 77, 135
 - possible cities, 41
- Claritas Demographics, 113
- cluster
 - centroid, 104
 - code, 3
- code
 - address coding module, 2, 12, 63, 64, 65, 66, 67, 68, 73, 75, 76, 77, 83, 91
 - address location, 101
 - bar code, 69, 78
 - Census, 1, 104
 - Census block, 12
 - demographic, 3

- demographic coding module, 2, 3, 13
- error, 99, 100
- geocoding, 12, 21, 24, 39, 40, 63, 64, 96, 121
- line of travel, 71, 80
- location, 12, 25, 101
- LOT, 71, 80
- match, 12
- spatial coding module, 2, 3, 87
- Coding Accuracy Support System (CASS), 141
- color
 - change, 48
- company
 - CompanyName, 110, 112
 - CompanyWord, 110, 112
 - components, 58
 - known company names, 110
 - name, 55, 58, 60, 109, 110
 - extract, 55, 58
- completion time, estimated, 94
- components
 - address, 69, 78
 - Centrus Desktop, 4, 10, 22, 23
 - company, 58
 - name, 11, 98
- computer
 - Centrus host computer, 74
 - USPS *FASTforward* computer, 2, 20, 28, 73, 74
- confidence level, 55
- consumer
 - consumer demographic firms, 3
 - target consumers, 3
- control
 - CentrusCOA controls, 28
 - control characters, ASCII, 108
- coordinates
 - defining a centroid, 141
 - geodetic network references, 26, 141
 - map, 26, 141
 - numeric, 26
 - return coordinates, 26
- cost, 142
 - data, 142
 - mailing, 63
 - reduce mailing costs, 63
- COUNTIES.GSB file, 30
- county
 - boundaries, 46, 96
 - counties layer, 49
 - COUNTIES.GSB file, 30
 - FIPS code, 71, 79
 - name, 70, 79
- coverage area, 63
- cross street, 99, 135
- current
 - address, 36, 37, 39
 - field, 57, 67, 76, 85, 90
 - geocoded point, 46, 96
 - information, 49, 95
 - input file, 45
 - layer, 49, 50
 - map view, 46, 47
 - National Change Of Address (NCOA) data, 3
 - record, 17, 95
 - year, 3
- custom dictionary
 - entries, 109
 - file, 21, 58, 109, 110
 - types, 110
 - words, 21, 58, 59, 109, 110
- customer
 - customer mailing list files, 98
 - customer service log file, 97, 137, 140
 - file, 15
 - habits and lifestyles, 3
 - number, 2
 - profile, 3
- D**
- data
 - address, 2, 67, 68, 73, 75, 76, 77, 84
 - available, 68, 77
 - cost, 142
 - data layers, 30, 31, 142
 - demographic data files, 84
 - directory, 21
 - elements, 13, 57, 67, 68, 75, 76, 77, 84, 85, 89, 90, 91, 92
 - files, 4, 7, 8, 21, 84
 - format, 1, 51
 - GDT, 102
 - geographic, 142
 - output data elements, 84, 89, 91, 92
 - primary, 30, 122
 - satellite, 143
 - source, 20
 - spatial data files, 8
 - statistical, 142
 - street, 41
 - subset, 58

- supplemental, 122
 - terrestrial, 143
 - updated, 53
 - USPS, 99, 100
 - database
 - existing, 3
 - FASTforward*, 98
 - file, 51
 - file formats, 51
 - marketing, 83
 - previously processed, 56, 66, 84, 88
 - table, 32, 51
 - datum, 26
 - definition, 26
 - North American Datum (NAD), 26, 35, 142, 143
 - select, 26
 - default
 - path, 122
 - value type, 125
 - delimited file, 125, 126
 - deliverability, USPS, 64
 - deliverable address, 99, 100
 - USPS list, 99
 - valid, 100
 - delivery
 - delivery point bar code, 27, 69, 78, 81
 - general delivery, 43, 104
 - reduce undeliverable mail, 1, 73
 - speed, 63
 - Delivery Point Bar Code (DPBC), 27, 69, 78, 81
 - demographics
 - block group, 3
 - Census, 3
 - Claritas Demographics, 113
 - codes, 3
 - data files, 84
 - demographic coding module, 2, 3, 13
 - files, 20
 - information, 13, 83
 - input fields, 13, 83
 - National Decision Systems Demographics, 117
 - output fields, 13, 84
 - premium, 20, 85
 - variables, 3
 - device, pointing, 4
 - dialog options, 4
 - dictionary
 - custom dictionary
 - entries, 109
 - types, 110
 - words, 21, 58, 59, 109, 110
 - dictionary file, 21, 58, 109, 110
 - InfoStan dictionary, 110
 - different
 - task, 93
 - digits
 - error code, 99
 - hex, 99, 100
 - direct mail, 3
 - direction
 - directionals, 24, 42, 64, 70, 78, 79, 81, 100, 101
 - LOT direction, 71, 80
 - missing or incorrect directionals, 64
 - postfix, 135
 - prefix, 135
 - directory
 - additional directories, 21
 - Centrus, program, 22, 110
 - data, 21
 - on hard drive, 8
 - path, 21
 - program, 22, 110
 - root, 19
 - Windows directory, 22
 - ZIP+4, ii, 64
 - discounts
 - bulk mail, 130
 - postage, 1, 73, 130
 - distance
 - between two sets of points, 141
 - distance in feet, 26, 88
 - distribution center, 80
 - DMM (Domestic Mail Manual), 129, 130
 - domain, spatial, 142
 - Domestic Mail Manual (DMM), 129, 130
 - DPBC (Delivery Point Bar Code), 27, 69, 78, 81
 - duplicate records, 55
- ## E
- electronic submission, 137, 138
 - elements
 - address, 2, 67, 68, 75, 76, 84, 99
 - CentrusCOA*, 77
 - data, 13, 57, 67, 68, 75, 76, 77, 84, 85, 89, 90, 91, 92
 - name, 2, 11, 29, 55
 - output data, 84, 89, 91, 92
 - ellipsoid
 - model of the Earth, 26, 141

- official reference, 142
- enhanced
 - street network files, 64
- EOL, 125
- error
 - code, 99, 100
 - error code digits, 99
 - error, or no match, 99
- estimate
 - completion time, 94
 - next best, 60
- ethnicity assignment, 109
- existing
 - database, 3
 - task, 22
- extended
 - alias, 134
 - matching tolerance, 24
- extensions, file name, 19
- external indexes, 121
- extract company name, 55, 58

F

- fastest option, 24
- FASTforward*
 - computer, USPS, 2, 20, 28, 73, 74
 - database, 98
- FASTforward reports, 137
- fee, annual Bulk Mail permit, 130
- feet, distance in, 26, 88
- field
 - currently selected field, 57, 67, 76, 85, 90
 - demographic input fields, 83
 - demographic output fields, 84
 - remove, 83, 91
 - select input fields, 56
- file
 - address, 3, 23, 27, 31, 33, 63, 64, 88, 94, 129, 139
 - ASCII, 51, 53, 72, 95, 110, 125, 129
 - BNA, 30, 31, 33, 49
 - COUNTIES.GSB, 30
 - custom dictionary, 21, 58, 109, 110
 - customer, 15
 - data, 4, 7, 8, 21, 84
 - database, 51
 - database formats, 51
 - delimited, 125, 126
 - demographic data files, 84

- demographics, 20
- dictionary, 21, 58, 109, 110
- file formats, 51
- file name extensions, 19
- fixed length, 125, 127
- format file, 51, 125, 126
- geocoding, 21
- GSD (GeoStan Directory), 21, 99, 122, 123
- help file, 4
- imported, 9
- input, 10, 15, 16, 22, 45, 52, 53, 54, 56, 58, 74, 83, 88, 89, 90, 91, 93, 94
- license, 7, 19, 20
- name, 8, 19, 20, 22, 32, 52, 53, 122
- not found, 135
- object, 31, 33, 50, 88
- output, 8, 10, 22, 52, 53, 54, 58, 59, 95, 96
- primary, 121
- reject, 54
- report, 52, 138
- select input file, 10, 52
- signature, 99
- source, 110, 122
- spatial data files, 8
- STATES.GSB, 30, 31
- street, 64, 100
- supplemental, 121
- task, 22, 34
- text, 27, 51, 53, 110, 125, 126, 129, 137
- type, 52, 123
- USGS places, 104
- USPS, 64
- Z9, 121, 122, 123
- finance area, 24, 142
- FIPS code
 - county, 71, 79
- fire station, 87
- firm
 - consumer demographic firms, 3
 - name, 66
- first
 - person, 59
 - street, 49
- fixed
 - field, 125
 - fixed length file, 125, 127
- FLN, 125
- forecast sales, 83
- format
 - data, 1, 51

- database formats, 51
- file formats, 51
- format files, 51, 125, 126
- possible formats, 26
- printing, 137
- free disk space, 4
- frequency, select snapshot, 54
- function
 - GIS, 87
 - mapping, 26

G

- GDT
 - data, 102
 - placeholder point, 102
- gender, 2, 55, 109, 110
- General Delivery, 43, 104
- general merchandise group, 118
- geocode
 - address, 15, 25, 87, 88, 90
 - geocoded point, current, 46, 96
 - geocoding files, 21
 - geocoding, intersection, 102
 - quality, 23
 - types, 101
- Geocodes, 101
- geodetic network, 142
- geographic
 - data, 142
- GIS (Geographic Information System), 142
 - application, 25, 31, 33, 142
 - Atlas GIS, 30, 87
 - function, 87
- group
 - block, 3, 71, 79
 - general merchandise, 118
- GSD
 - file signature, incorrect, 99
 - files, 21, 99, 122, 123
 - primary, 123
- GSD file, primary, 122
- GSD file, supplemental, 122
- GSD Split, 19, 121, 122, 123
- GSD Split Utility
 - main dialog box, 122
- guidelines, USPS, 141

H

- hard drive path, 21
- hash character, 108
- Hawaii, 143
- help file, 4
- hex digits, 99, 100
- high speed batch processing, 1
- host computer, Centrus, 74
- house
 - house number range, 43, 103
 - possible house numbers, 43
 - range, 41, 42, 43
- household
 - income, 13

I

- ID
 - Census, 26, 35, 48, 63, 102, 104, 134
 - Census, accuracy, 102
 - Census, uncertain, 104
 - version, 99
- identify
 - closest sites, 15, 90
 - customers, 3
 - duplicate records, 55
 - information, 30
 - insurance risk areas, 87
 - key markets, 87
 - name elements, 11, 55
 - site identifier, 15, 91
 - telephone service areas, 87
- imported file, 9
- improving performance, 4, 19
- income
 - household, 13
- incorrect
 - directionals, 64
 - GSD file signature, 99
 - version ID, 99
- indexes, external, 121
- information
 - current, 49, 95
 - demographics, 13, 83
 - range, 42
- InfoStan dictionary, 110
- initial, middle, 98
- input

file, 10, 15, 16, 22, 45, 52, 53, 54, 56, 58, 74, 83, 88, 89, 90, 91, 93, 94
 file, current, 45
 input addresses, retain unmatched, 57, 68, 76, 85
 input addresses, unmatched, 57, 68, 76, 85
 select input fields, 56
 select input file, 10, 52
 source, 51
 intersection
 geocoding, 102
 match, 99

K

key markets, 87
 knowledge, local, 46, 48

L

last line, 12, 36, 61, 64, 65, 66, 77, 135
 second, 61
 latitude and longitude, 1, 25, 26, 31, 33, 64, 69, 78, 88, 91, 143
 layer
 current, 49, 50
 remove, 31, 33, 49, 87
 site, 15, 90
 street, primary, 48
 street, secondary, 48
 left and right Census Block codes, 103
 letters
 match, 41
 upper case, 27, 29
 license file, 7, 19, 20
 licensed area, 135
 line
 last line, 12, 36, 61, 64, 65, 66, 77, 135
 line of travel code, 71, 80
 multi-line, 75
 list
 remove from, 31, 33, 87
 USPS deliverable addresses, 99
 local knowledge, 46, 48
 location
 accuracy, 69, 78, 102
 address code, 101
 code, 12, 25, 101
 physical, 142
 store, 15, 18, 142
 type, 102

Location Code fields, 102
 log report, 133
 longitudes, 25, 31, 33, 143
 LOT (line of travel)
 code, 71, 80
 direction, 71, 80

M

mail, 1, 2, 3, 73, 130
 Airport Mail Facility (AMF), 80
 bulk mail, 27, 130
 mailing piece, 69, 78
 reduce mailing costs, 63
 reduce undeliverable mail, 1, 73
 mailers, 141
 mailing, 1, 42, 63, 69, 73, 78, 98, 129, 130, 137, 138
 lists, 137, 138
 mailing cost, 63
 main
 dialog box, GSD Split utility, 122
 menu, 16, 33, 68, 77, 93
 roads, 142
 toolbar, 46
 major road, 48
 manually created point, 46
 map, 26, 36, 37, 46, 47, 48, 50, 96, 141
 coordinates, 26, 141
 current address, 36, 37
 current view, 46, 47
 function, 96
 map view, current, 46, 47
 MapInfo, 30
 mapping applications, 25, 31, 33
 mapping function, 26
 maps outside the U.S., 143
 QuickFind mapping function, 26
 window, 46, 47
 market
 database marketing, 83
 key markets, 87
 marketing campaigns, 83
 marketing efforts, 3
 penetration, 83
 match
 code, 12
 intersection, 99
 letters, 41
 pattern, 24, 107

- possible, 97
- produce, 96
- quality, 23
- record matching, 40, 98
- select, 45
- mathematical model of the Earth, 26, 141
- Meades Ranch, Kansas, 143
- media planning, 3
- median
 - household income, 13
 - housing value, 13
- Microsoft Windows, 4, 7, 19, 20, 22, 27, 54, 121, 122
 - Windows directory, 22
- middle
 - initial, 98
 - name, 55, 59, 60
 - of matched street segment, 103
- missing directionals, 64
- misspellings, 24, 64, 141
- mixed case, 29
- mode, CASS, 94, 100
- model
 - ellipsoid, 26, 141
 - mathematical, 26, 141
- module
 - address coding, 2, 12, 63, 64, 65, 66, 67, 68, 73, 75, 76, 77, 83, 91
 - demographic coding, 2, 3, 13
 - spatial coding, 2, 3, 87
- month, select month, 138
- most accurate
 - block group, 102
 - centroids, 102
- moved, 46
- multi-line, 75
- multiple
 - match, 100
 - segments, 103

N

- NAD (North American Datum), 26, 35, 142, 143
 - NAD27 system, 26, 143
 - NAD83 system, 26, 143
- name
 - city, 42
 - company, 58, 109, 110
 - company, extract, 55, 58
 - CompanyName, 110, 112

- components, 11, 98
- county, 70, 79
- elements, 2, 11, 29, 55
- file, 52, 122
- firm, 66
- known company names, 110
- middle, 55, 59, 60
- name record, alias, 99
- second street name, 70, 79
- street, 24, 42, 43, 47, 70, 78, 79, 81, 97, 135
- national
 - change of address, 73
 - ZIP+4 Directory, ii
- National Decision Systems Demographics, 117
- NCOA (National Change Of Address), 3, 73
- nearest bank branch, 87
- negative number, 25
- network
 - geodetic, 142
 - street network, 64, 100
- new task, 22
- next best estimate, 60
- North American Datum (NAD), 26, 35, 142, 143
 - NAD27, 26, 143
 - NAD83, 26, 143
- number
 - box, 43, 138
 - customer, 2
 - house, 41, 43, 70, 78, 81, 103
 - house number range, 43, 103
 - negative, 25
 - of records processed, 95
 - positive, 25, 31, 33
 - record, 95
 - route, 138
 - telephone, 2
 - unit, 38, 41, 43, 45
 - unit number, range, 43
- numeric coordinates, 26

O

- object file, 31, 33, 50, 88
- office
 - building, 43
 - Post Office, 130
- official reference ellipsoid, 142
- open task, 22, 28
- options
 - dialog, 4

- fastest, 24
- processing, 16, 93
- processing, select, 93
- setting, 49
- organization
 - of data in ASCII file, 125
 - single, 71, 80
- origin, NAD27, 143
- out of date, 135
- output
 - data elements, 84, 89, 91, 92
 - file, 8, 10, 22, 52, 53, 54, 58, 59, 95, 96
 - remove output assignment, 57, 76, 85, 90
- outside the U.S., 143
- overwriting, 22, 53

P

- path
 - default, 122
 - directory, 21
 - hard drive, 21
 - search, 13
- pattern matching, 24, 107
- percent sign, 108
- performance, improving, 4, 19
- period symbol, 108
- permit, 130
- permit fee, bulk mail, annual, 130
- permits, 26
- permitted, 111
- person
 - first, 59
 - second, 60
- phone number, 2
- physical location, 142
- piece of mail, 69, 78
- placeholder point, GDT, 102
- places, USGS places file, 104
- plan
 - media planning, 3
 - strategic planning, 3
- point, manually created, 46
- pointing device, 4
- point-in-polygon
 - buffered polygons, 14, 88
- polygons, 14, 88, 141
- positional accuracy, 102
- positive number, 25, 31, 33
- possible
 - choices, 96
 - cities, 41
 - formats, 26
 - house numbers, 43
 - matches, 97
 - settings, 24, 25
 - unit numbers, 38
 - widest search possible, 24
- postage
 - discounts, 1, 73, 130
 - savings, 63
- postal
 - database, expiration date, 134
 - U.S. Postal Service, ii, 1, 2, 27, 41, 42, 64, 130, 141
- postfix direction, 135
- pound character, 108
- preferences, capitalization, 55
- prefix direction, 135
- premium demographics, 20, 85
- previously processed database, 56, 66, 84, 88
- primary
 - data, 30, 122
 - file, 121
 - geodetic network, 142
 - GSD, 123
 - GSD file, 121, 122, 123
 - street layer, 48
- printing, format, 137
- process
 - select processing options, 93
 - task, 7
- processing
 - options, 16, 93
 - speed, 12, 19, 75, 121
- processing statistics, 94
- produce
 - ambiguous results, 58
 - match, 96
 - report, 139
 - USPS 3553 (CASS) report, 20, 24, 94
- profile, customer, 3
- program
 - directory, 22, 110
 - group, Centrus, 121, 137
- prospects, 1

Q

Qualitative Marketing Software, Inc, i, ii, 11, 55,
112, 129

quality

address, 64
geocodes, 23
matches, 23
ZIP code centroids, 102

R

range

ASCII characters, 108
house number, 41, 42, 43, 103
information, 42
record, 42
SCC, 123
street, 101
unit numbers, 43
ZIP code, 123

read

ASCII text file, 125

recent settings, 23

recommendations

USPS, 27

record

address, 39
alias name, 99
current, 17, 95
duplicate, 55
matching, 40, 98
number, 95
number processed, 95
rural route records, 43

reduce

mailing costs, 63
undeliverable mail, 1, 73

reference

official reference ellipsoid, 142

reject file, 54

remove

button, 49
field, 83, 91
from list, 31, 33, 87
layer, 31, 33, 49, 87
output assignment, 57, 76, 85, 90

report

audit, 54, 133
CASS, 20, 24, 27, 63, 94, 129, 130

FASTforward, 137

file, 52, 138

log, 133

produce, 139

produce USPS 3553 (CASS) report, 20, 24, 94

types, 54

results, ambiguous, 58

retain

initial results, 59

unmatched input addresses, 57, 68, 76, 85

return coordinates, 26

returned

block group, 103

error code, 100

numeric coordinates, 26

right and left Census Block codes, 103

roads

main, 142

major, 48

root directory, 19

route

number, 138

rural route records, 43

rural

rural route records, 43

S

sales

forecast, 83

representative, 63

satellite data, 143

savings on postage, 63

SCC range, 123

screen

bottom of the screen, 48

splash, 34

second

character, 101, 102

last line, 61

person, 60

street, 70, 79

street name, 70, 79

street suffix, 70, 79

secondary

street layer, 48

segment

multiple, 103

street, 47, 48, 50, 101, 103

TIGER, 101